

A photograph of two students in a workshop. The student in the foreground is wearing a white hoodie with blue lettering and safety glasses, looking down at a welding task. Sparks are visible from the welding process. The student in the background is wearing a blue hoodie and safety glasses, also working. The background shows shelves with various tools and equipment.

**GREATNESS
STEMS**
FROM IOWANS

Awareness Campaign Overview

Friday, March 28, 2014

Consistent Messaging

Governor's STEM Advisory Council Strategic Messaging Map

- Governor's STEM Advisory Council is a partnership of educators, companies, and Iowa students and families addressing policies and programs designed to improve Iowa's educational system focused on science, technology, engineering and mathematics (STEM).

We will engage and prepare our students for a career-ready workforce path, regain our state's historic leadership position in STEM education, and provide a vital competitive economic advantage now, and for the future. We are working to ensure that every Iowa student has awareness and access to world-class STEM education opportunities.

Major current areas of activity:

INCREASE PUBLIC AWARENESS OF STEM BY ALL IOWANS

- 65% have heard of improving programs in science, technology, engineering, mathematics; only 26% have heard of STEM

ENGAGEMENT OF BUSINESS, HIGHER EDUCATION AND ACTIVE LEARNING COMMUNITY

- Broadband access to all Iowans

STEM LICENSURE FOR TEACHER-ED AND STEM PROFESSIONAL DEVELOPMENT

STEM CLASSROOMS AND SCHOOLS

IT PROGRAMS AND CERTIFICATIONS

AWARD AND RECOGNITION PROGRAM

SCALE-UP PROGRAMMING

STEM NETWORK OF HUBS AND REGIONAL MANAGERS

STEM Organizational Description

A LEADERSHIP MANDATE

- Established by Gov. Branstad, cochaired by Lt. Gov. Reynolds, Vermeer CEO Mary Andringa
- Has earned regional/national acclaim
- Raise Iowa student interest and achievement in STEM
- Executive Order #74, modified by #81

A PARTNERSHIP MODEL

- Educators including K-12 teachers, administrators, AEAs, parents groups
- Universities, colleges, science centers, nonprofits, youth services agencies
- Companies vested in recruiting and staffing for STEM needs
- Workforce and economic development entities
- Local and state government

DATA-RICH ONGOING ASSESSMENT

- Iowa STEM Monitoring Project tracks/benchmarks national, state and local data
- Scale-up programs have increased by 200% year over year
- Iowa STEM Indicators System
- Statewide survey of public attitudes

A focus on engaging Iowa students, families, educators and business professionals

STUDENT-FOCUSED, FAMILY-SUPPORTED ENGAGEMENT

- Need to engage students in new, innovative means including classroom, curricula, content
- Positive improvement after participation in STEM programs, 90% of students 'more interested'

TEACHER/EDUCATOR ENGAGEMENT

- STEM Teacher endorsements now in review
- Model for STEM Professional Development
- Challenge to reach rural Iowa
 - 37% rural vs. 62% of city residents view students as well-prepared for STEM education

STEM will be a vital economic development advantage for quality job growth in our state

CURRENT AND FUTURE WORKFORCE NEEDS DEMAND STEM GRADS

- Key to economic vitality
- Iowa STEM talent needs projected to grow by 16% in 10 years

CORPORATE/COMMUNITY PARTNERS

- Leading companies in Iowa involved

TOP 100 CEO LEADERS FROM IOWA

- Includes Deere, Kemin, Vermeer, Rockwell, Albaugh, Stine

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Consistent STEM Messaging

- Every Iowa student should have **awareness** of and **access** to world-class STEM education opportunities.
- A focus on STEM **interest** and **achievement** is critical to regaining Iowa's historic legacy as a leader in **education** and **workforce development**.
- The Iowa Governor's STEM Advisory Council was created in 2011 as a first step toward promoting STEM opportunities **both in and out of school** and awareness across the State of Iowa, **regardless of their location**.



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Consistent STEM Messaging

- STEM will be a vital economic development advantage for quality **job growth** in our state, as STEM graduates are in great demand to meet current and future workforce needs.
- Iowa benefits, as Iowa students benefit.
- Greatness STEMs from Iowans.

The logo is a green square containing the text "GREATNESS STEMs FROM IOWANS" in white, bold, sans-serif capital letters. "GREATNESS" is at the top, "STEMs" is in the middle and larger, and "FROM IOWANS" is at the bottom.

GREATNESS
STEMs
FROM IOWANS

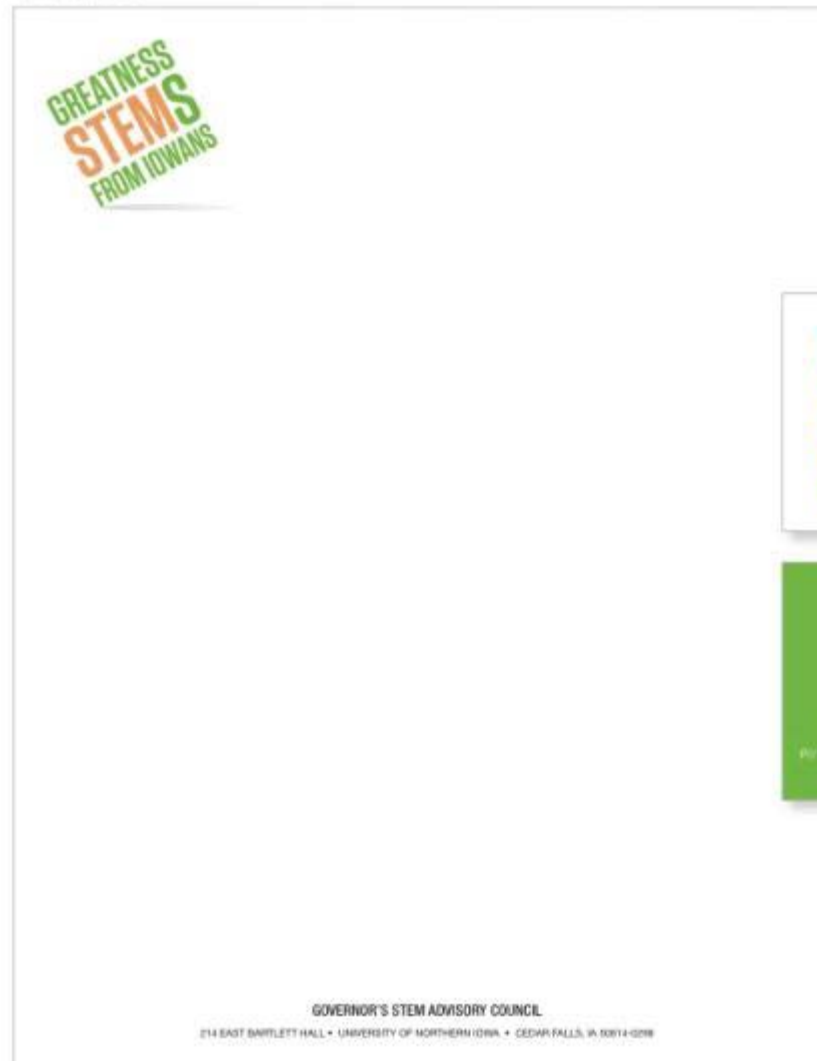
Iowa STEM Logo

**GREATNESS
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Letterhead & Business Cards

LETTERHEAD



BUSINESS CARD

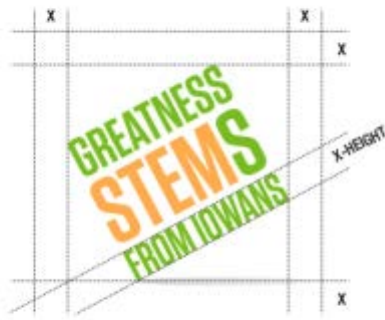


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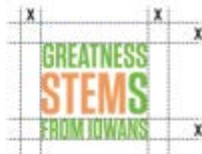
Logo / Brand Standards Guide

The STEM logo is a particularly valuable brand asset because it is the most highly visible representation of our organization. It should always be positioned for maximum impact, with plenty of space separating it from other elements.

It can be used upright or tilted at a 28° angle.



When a logo is needed in a small space that is one-inch wide, use the block version without tagline underneath to insure its readability.



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GOVERNOR'S STEM ADVISORY COUNCIL

Color

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GREATNESS
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GOVERNOR'S STEM ADVISORY COUNCIL

GREATNESS
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GOVERNOR'S STEM ADVISORY COUNCIL

1-Color

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GREATNESS
STEMS
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GOVERNOR'S STEM ADVISORY COUNCIL

GREATNESS
STEMS
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GOVERNOR'S STEM ADVISORY COUNCIL

Black and White

GREATNESS
STEMS
FROM IOWANS

GREATNESS
STEMS
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GOVERNOR'S STEM ADVISORY COUNCIL

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GOVERNOR'S STEM ADVISORY COUNCIL

Reversed

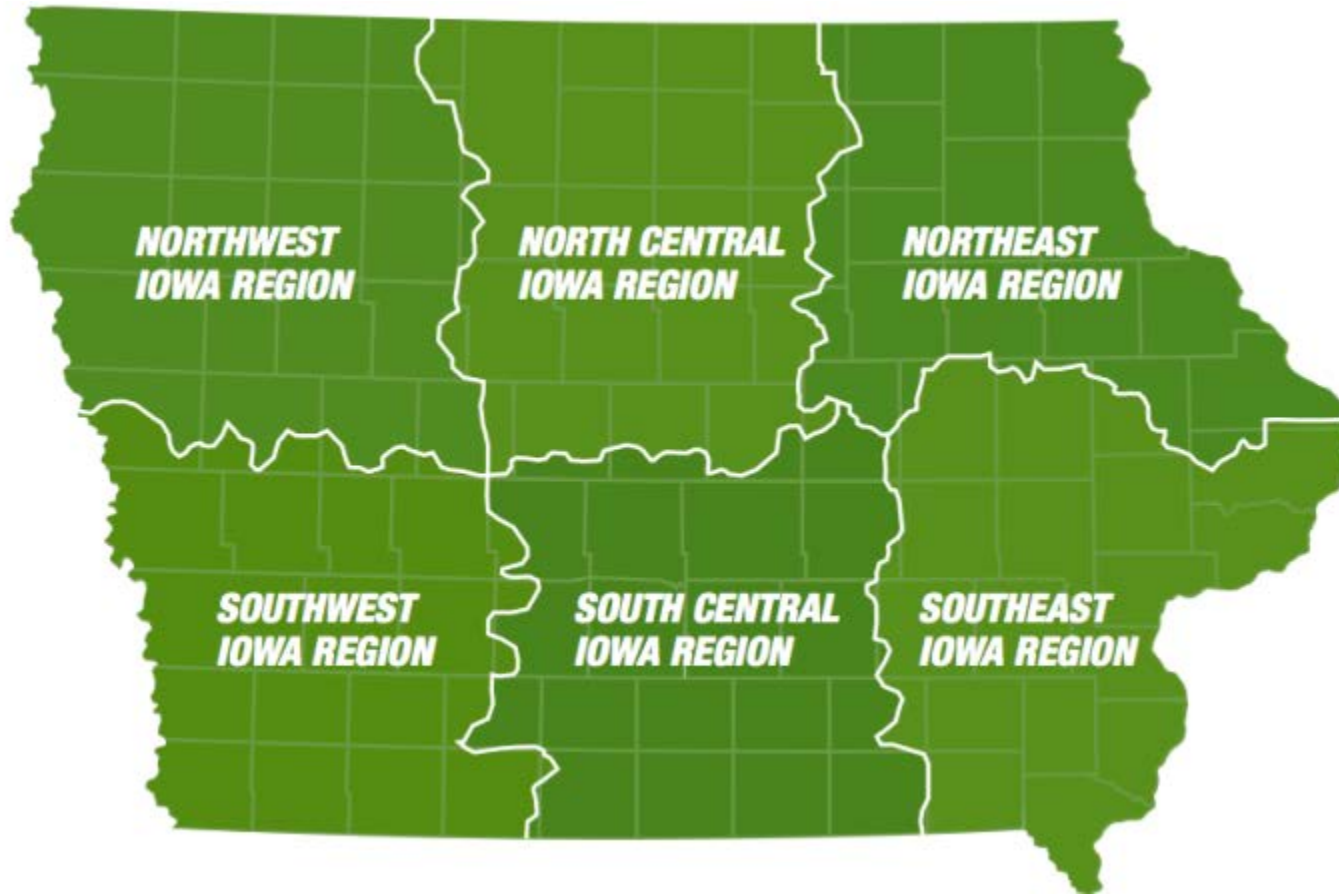
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GOVERNOR'S STEM ADVISORY COUNCIL

Regional Network of Six Hubs



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Regional Network of Six Hubs

Color

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GOVERNOR'S STEM ADVISORY COUNCIL
NORTHWEST IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
NORTH CENTRAL IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
NORTHEAST IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
SOUTHWEST IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
SOUTH CENTRAL IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
SOUTHEAST IOWA REGION

Black and White

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GOVERNOR'S STEM ADVISORY COUNCIL
NORTHWEST IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
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SOUTH CENTRAL IOWA REGION

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GOVERNOR'S STEM ADVISORY COUNCIL
SOUTHEAST IOWA REGION

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Regional Network of Six Hubs

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NORTHWEST IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

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IOWA STATE
UNIVERSITY

NORTH CENTRAL IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

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NORTHEAST IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

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SWCC
Southwestern Community College

SOUTHWEST IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

GREATNESS
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Drake
UNIVERSITY

SOUTH CENTRAL IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

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SOUTHEAST IOWA REGION GOVERNOR'S STEM ADVISORY COUNCIL

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Regional Network of Six Hubs

SWICC

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GOVERNOR'S STEM ADVISORY COUNCIL



KIRKWOOD

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UNI

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ISU

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IOWA LAKES

**GREATNESS
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GOVERNOR'S STEM ADVISORY COUNCIL

DRAKE

**GREATNESS
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IOWA

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GOVERNOR'S STEM ADVISORY COUNCIL

**GREATNESS
STEMS
FROM IOWANS**

Imagery



Video



Open on Governor's
STEM Advisory Council graphic.

**VO: Greatness STEMS from Science
studied hands-on.**

The "S" from STEM is pulled out, creating
word: SCIENCE.

**VO: Greatness STEMS from Technology
inspiring cool creations.**

Graphic spins and the "T" from STEM is
pulled out, creating word: TECHNOLOGY.

**VO: Greatness STEMS from Engineering
enjoyed and applied.**

Graphic spins and the "E" from STEM is
pulled out, creating word: ENGINEERING.

**VO: Greatness STEMS from
Mathematics motivating young minds.**

Graphic spins and the "M" from STEM is
pulled out, creating word: MATHEMATICS.

VO: Greatness STEMS from Iowans.

Graphic spins and lands on Greatness
STEMS from Iowans.



Advisory Council Website

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GREATNESS STEMS FROM IOWANS

Greatness **STEMS** from Iowans.

SCIENCE the study of the nature of the universe

The Governor's STEM Advisory Council is a collaboration of bipartisan Iowa legislators, educators, business, nonprofits, students and families focused on improving STEM opportunities and awareness in Iowa.

Simply put, STEM is an acronym for Science, Technology, Engineering and Mathematics.

- **Science**—Study of the nature of the universe
- **Technology**—Applying information to the design of goods and services
- **Engineering**—Application of knowledge for the benefit of humanity
- **Mathematics**—Universal language of nature

But, the impact of these disciplines is greater than the sum of their parts. When STEM is embraced, the learning focus is a game-changer for the way Iowa youth explore, learn and grow both in and out of the classroom.

The goal of increasing STEM interest and achievement is critical to regaining Iowa's historic legacy as a leader in education and workforce development. In fact, STEM will be a vital economic development advantage for quality job growth in our state, as STEM graduates are in great demand to meet current and future workforce needs.

The Advisory Council is made up of leaders in higher education, business, pre-K through 12 education, as well as state and local government. The group is led by Lieutenant Governor Kim Reynolds and Vermeer Corp. President and CEO Mary Andringa. Programs of the Council are delivered to Iowans through a statewide network anchored to regional hubs at universities and community colleges.

Please explore our site and let us know how you can help, because Greatness STEMs from Iowans like you!

GOVERNOR'S STEM ADVISORY COUNCIL

STEM Advisory Council's Broadband Committee to develop legislative recommendations for ["Connect Every Iowan"](#)

[2012 Appointments to the Governor's STEM Advisory Council](#)

[STEM Classroom Examples Identified—Outstanding Pool](#)

Governor's STEM Advisory Council Meetings
[Minutes, Agendas and Handouts](#)

EVENTS AND CONFERENCES

October 17 | Ames, IA
[Taking the Road Less Traveled: High School Conference](#)

October 22-23 | Ames, IA
[2013 ICSM-ISTM Math Science Fall Conference](#)

October 24 | Ames, IA
[Taking the Road Less Traveled: Middle School Conference](#)

For more IowaSTEAM information:

- [Iowa STEAM Outcomes and Indicators BRIEF](#)
- [IowaSTEM Newsletters](#)
- [IowaSTEM News Releases](#)

STEM SCALE-UP PROGRAMS AND MONITORING

[For complete story, click here.](#)

CALENDAR

October 2013							Week	Month	Agenda
Sun	Mon	Tue	Wed	Thu	Fri	Sat			
28	29	Oct 1	2	3	4	5			
6	7	8	9	10	11	12			
13	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28	29	30	31	Nov 1	2			

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GREATNESS STEMS FROM IOWANS

Greatness **STEMS** from inspiring imagination.

TECHNOLOGY applying information to the design of goods and services.

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- [IowaSTEM Newsletters](#)
- [IowaSTEM News Releases](#)

STEM SCALE-UP PROGRAMS AND MONITORING

For complete story, [click here](#).

CALENDAR

October 2013

Day		Mon	Tue	Wed	Thurs	Fri	Sat	Agenda
28	29							
30	31							
1	2							
3	4							
5	6							
7	8							
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25	26							
27	28							
29	30							

ARCHIVES

BEATNESS TEMS OM IOWANS

Banners

Greatness **STEMs**
from Iowans.

SCIENCE
Technology
Engineering
Mathematics

GOVERNOR'S
STEM
ADVISORY COUNCIL
IowaSTEM.gov

Greatness **STEMs**
from inspiring
imagination.

Science
TECHNOLOGY
Engineering
Mathematics

GREATNESS
STEMS
FROM IOWANS
IowaSTEM.gov

Greatness **STEMs**
from applied
teaching.

Science
Technology
ENGINEERING
Mathematics

GREATNESS
STEMS
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IowaSTEM.gov

Greatness **STEMs**
from hands-on
learning.

Science
Technology
Engineering
MATHEMATICS

GREATNESS
STEMS
FROM IOWANS
IowaSTEM.gov

Preparing young minds to
actively engage in Science,
Technology, Engineering
and Mathematics.

GREATNESS
STEMS
FROM IOWANS
IowaSTEM.gov

[illegible][illegible]

- Lapel pins

■ Bookmarks



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Customizable PowerPoint



Headline Lorem Ipsum

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to officiet haritii squosan denturis sanda voluptat.

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Greatness STEMs from Hands-On Learning

With help from the Iowa Governor's STEM Advisory Council

What is STEM?

A focus on making sure **Iowa students** are competitive across four vital disciplines:

- Science
- Technology
- Engineering
- Mathematics

STEM brings Iowans opportunity and fuels Iowa's economy!

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FROM IOWANS

Who is leading STEM efforts in Iowa?

- Governor Branstad created the Iowa Governor's STEM Advisory Council in 2011
- Partnership of educators, companies, students and families
- 45 Council Members, 90 Regional Board members, more than 200 contributors statewide
- Co-Chairs
 - Lieutenant Governor Kim Reynolds
 - Vermeer Corp. President & CEO Mary Andringa

GREATNESS
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FROM IOWANS

Regional network of six hubs



1. **Northwest Hub** – Iowa Lakes Community College
2. **North Central Hub** – Iowa State University
3. **Northeast Hub** – University of Northern Iowa
4. **Southwest Hub** – Southwestern Community College
5. **South Central Hub** – Drake University
6. **Southeast Hub** – University of Iowa & Kirkwood Community College

Year-one successes!

- Built statewide network
- Grew **12 top programs** helping **38,000 Iowa kids**
- Research shows that kids involved in these 12 STEM programs
 - Scored **higher** on math & science tests
 - Have **more interest** in STEM careers
- This year, **9 top programs** are impacting **100,000 young Iowans**

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Why does STEM matter?

STEM will:

- Be a vital economic development advantage for quality job growth in our state
- Prime the STEM career pipeline with more interested and able Iowa students
- Prepare students for **72,000 STEM jobs** in Iowa by 2018
- Provide four-times the employment opportunities available in other fields

STEM graduates will be highly sought after!

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FROM IOWANS

How you can help

- Learn more – start by visiting www.iowaSTEM.gov
- Connect to STEM in your area
- Encourage youth to pursue STEM
- Share time, talents and resources
- Spread the word

Greatness STEMs from
inspiring imagination!

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Tool Kit Materials – STEM Flier



Public Awareness Campaign Rollout on December 9



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Governor's News Conference



GREATNESS
STEMS
FROM IOWANS





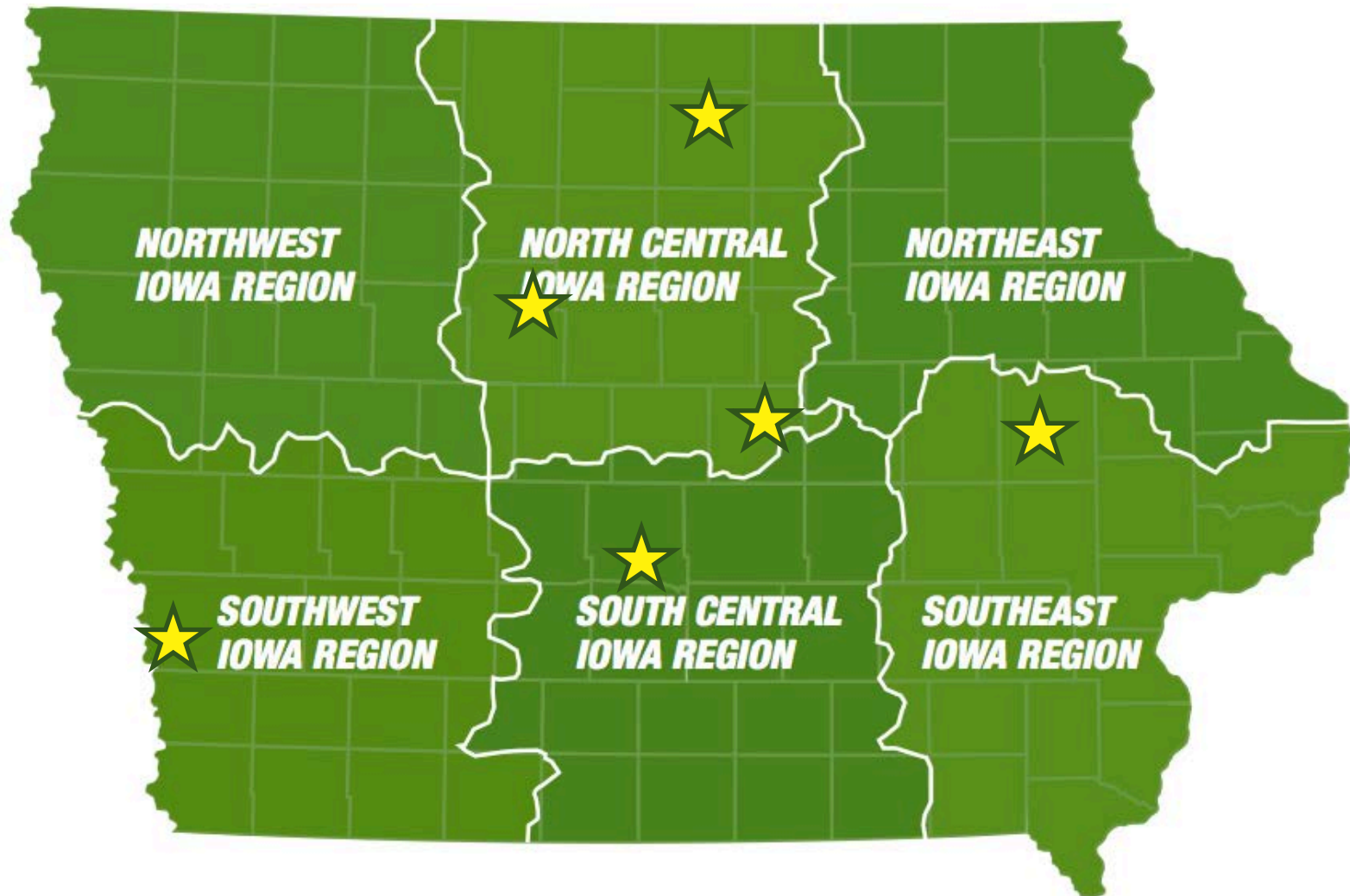
Billboards



Billboards



Regional Billboards





Billboards

250,000+ spots delivered
=
Nearly Two Million
Impressions

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Public Relations ROI

**PR efforts
December through March
=
\$770,000 in PR Value**

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Public Relations ROI

**90% of coverage contained
at least 2 of our 3 key messages**

1. Economic Development
2. Tied efforts back to the Advisory Council
3. Included a specific STEM example

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Statewide Tour – Mt. Pleasant



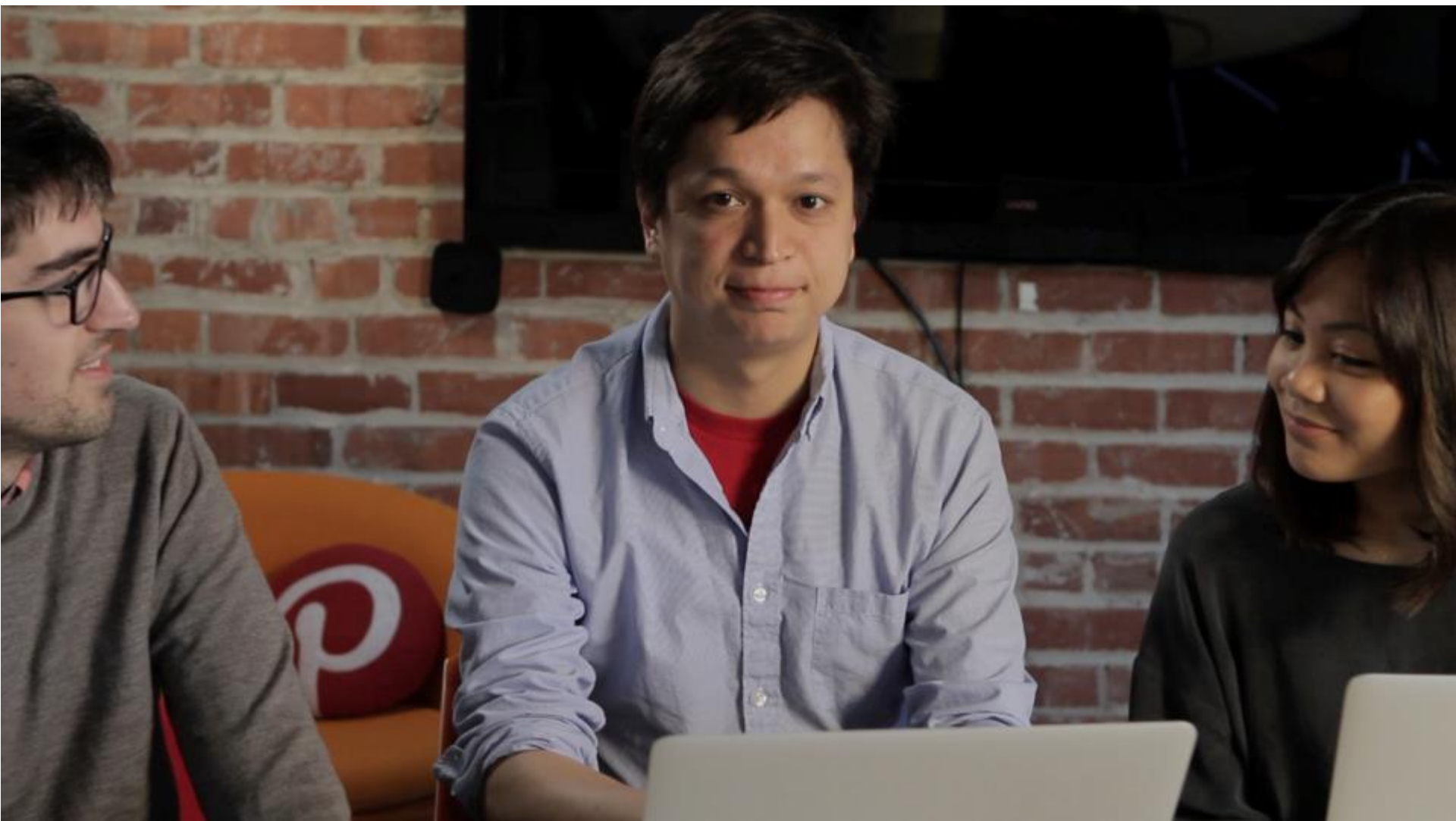
Statewide Tour – Marshalltown



Statewide Tour – Spencer



Public Service Announcement



What's Next?

- Three more stops on the Statewide tour – May 5, 6 & 8 in Pella, Corning and Reinbeck
- US Science & Engineering Festival in Washington, D.C. – April 25-27
- PR will focus on STEM Graduates, OECD test results and externships – May through July
- Year-two research results released – August
- STEM Day at the Iowa State Fair – August 17

Questions?

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